

Appendix A

History of New York City Signage Enforcement

The following timeline summarizes the efforts that New York City has made over the past decades to regulate outdoor advertising signs.

- 1967: Highway Beautification Act
 - Federal law governing highway billboards throughout the United States
- 1968: Recodification of NYC Building Code
- 1979: Amendment of Building Code
 - Introduced provisions to "grandfather" illegal signs that complied with new registration process
 - Signs that participated in the program were given the status of "legal, nonconforming" signs
- 1998: City Planning Commission amended the Zoning Resolution
 - Removed or reformulated many exemptions contained in the definition of "advertising sign" and replaced with single definition
 - Changed the definition of "advertising sign" by clarifying that only signs referencing commercial activity conducted on other zoning lots are to be included within the definition, and deleted the definition of "business sign" as unnecessary
- 2001: City Planning Commission amended Zoning Resolution
 - Amendment established size, height, projection, and other zoning regulations for signs
 - Approved by City Council on February 27, 2001
 - City Council Local Law # 14
 - Amended the Building Code and called for the adoption of implementing regulations (companion Legislation to zoning amendment)
 - Technical issues prevented regulations from ever being enforced

- Significant industry company sues City seeking to prevent enforcement of new Zoning Resolutions and Local Law 14
- Plaintiff loses summary judgment motion
- 2002-2004: City Unsuccessfully Attempts to Implement Enforcement
 - City introduces a "voluntary" compliance program that would have required companies to comply in a graduated program over an 18 month period
 - Few companies agree to participate in the voluntary compliance program
 - City eventually decides to abandon voluntary compliance program and instead seeks to adopt new "mandatory" enforcement regulations
- 2005: City Council Local Law # 31
 - Amended certain deficiencies with Local Law 14 with a view toward imposing a registration and mandatory compliance program
 - Implementation required new enforcement regulations
 - Preliminary enforcement regulations published, but implementation delayed
- 2006: STILL NO ENFORCEMENT
 - Awaiting final promulgation of new regulations from the Dept. of Buildings
 - Scheduled to be signed off by NYC Department of Law during week of July 10 and published during week of July 17
 - Regulations to become effective 30 days after publication
 - Registration requirements commence 60 days after Regulations become effective

Appendix B

List of New York City Licensed Sign Hangers

Licensed Sign Hangers - As of 11/01/2005

Total Number of Active Sign Hangers - 48

Lic #	Lic Class	License Name	Business Name	Business Address	City, State, & Zip	Business Telephone #	License Expiration Date
000034	S	HARVEY FRUMKIN	L.S. SIGN CO. INC.	1014 BROOKLYN AVENUE	BROOKLYN NY 11203	(718) 469-8600	9/30/2005
000105	S	ULRICH J. ROTH	FIVE TOWN NEON SER. INC.	1849 GATEWAY BOULEVARD	FAR ROCKWAY NY 11691	(718) 657-4343	9/30/2005
000137	S	ANTHONY S. CALVANO	LANDMARK SIGNS & ELECT MA	1501 BROADWAY, SUITE 704	NEW YORK, NY 10038		4/30/2006
000148	S	FRANK P. SOLDI	ACTIVE SIGNS INC	37 WEST 32ND STREET SUITE 4B	NEW YORK NY 10001	(212) 564-9696	1/31/2006
000155	S	RAYMOND MONTANA	MONTANA ELECTRICAL DEC CP	128 EAST 131ST STREET	NEW YORK NY 10037	(212) 368-4600	9/30/2005
000160	S	ERIC BERGER	BERGER SIGN INC.	90-12 144TH PLACE	JAMAICA QUEENS NY 11435	(718) 523-4625	12/31/2005
000161	S	KENNETH R. FIELDS	ACE HIGH CRANES INC	140-18 GUY BREWER BLVD	JAMAICA NY 11434	(718) 204-6100	11/30/2005
000162	S	HALE RISCHERT	BARTER SIGNS INC	86-19 116TH STREET	RICHMOND HILL NY 11418	(718) 849-2888	3/31/2006
000164	S	KEVIN J. GOING	THE GOING SERVICING CO IN	66-40 69TH STREET	MIDDLE VILLAGE, NY 11379	(718) 895-1444	12/31/2005
000168	S	ROBERT F. BROWN	TRU-ART SIGN CO. INC	105-15 180TH STREET	JAMAICA NY 11433	(718) 658-5068	8/31/2006
000168	S	JAMES V. MAUCERI	MAUCERI SIGN CO. INC	132-05 MERRICK BLVD	SPRINGFIELD GARDENS NY 11434	(718) 341-1000	4/30/2006
000171	S	RONALD G. MALANGA	BLUE BOY SIGNS	1234 CASTLETON AVENUE	STATEN ISLAND NY 10310	(718) 442-0598	9/30/2005
000172	S	LAWRENCE DERESPINIS	INTERBORO SIGN & MAINT INC.	51-02 27TH STREET	LONG ISLAND CITY NY 11101	(718) 937-4848	12/31/2005
000174	S	DAVID BROWN	NORTH SHORE NEON SIGN CO	46-49 54 AVENUE	MASPEH NY 11378		6/30/2006
000174	S	WAYNE A. BIFULCO	SAMSON SIGN & AWNING LLC	105-15 180TH STREET	JAMAICA, NY 11433	(718) 292-1600	9/30/2005
000178	S	JAMES RAMSBURGH	EMPIRE ERECTORS & ELEC CO	102 BRUCKNER BLVD	BRONX NY 10454	(718) 752-9776	7/31/2006
000179	S	JEFFREY PETERSEN	AMERICAN SIGNCRAFTERS	51-02 27TH STREET	LONG ISLAND CITY NY 11101	(212) 368-4600	5/31/2006
000182	S	DONALD CANGIALOSI	SERVICE SIGN ERECTORS CO	120 EAST 131ST STREET	NEW YORK NY 10037	(718) 520-6841	3/31/2006
000184	S	CARL J. PAPARELLA	NATIONAL MAINTENANCE, INC	108-18 72ND AVE	FOREST HILLS NY 11375	(718) 472-2720	9/30/2005
000186	S	MICHAEL J. PERAS	ULTIMATE SIGNS&DESIGNS CO	36-30 37TH STREET	LONG ISLAND CITY NY 11101		12/31/2005
000187	S	TIMOTHY L. DONOHUE	INTERBORO SIGN & MAINT INC.	51-02 27TH STREET	LONG ISLAND CITY NY 11101	(718) 383-7245	1/31/2006
000188	S	ROBERT RONIGER	VAN WAGNER SIGN EREC LLC	47-50 VAN DAM STREET	LONG ISLAND CITY NY 11101	(718) 847-4404	2/28/2006
000189	S	SR PETER FOTIADIS	ACCURATE SIGNS & AWNINGS	166 2ND AVENUE	BROOKLYN, NY 11215	(718) 788-7593	10/31/2005
000194	S	FREDRICK WEILER	AA ACTIVE STEEL POLE CO	23-59 STEINWAY STREET	LONG ISLAND CITY NY 11105	(718) 788-7593	11/30/2005
000195	S	JEFFREY P. BAHNSEN	PAUL SIGNS INC	654 4TH AVENUE	BROOKLYN NY 11232	(718) 788-7593	11/30/2005
000196	S	PAUL M. BOEGEMANN	PAUL SIGNS INC	654 4TH AVENUE	BROOKLYN NY 11232		12/31/2005
000197	S	JOSEPH J. CALVANO	A.M.A. HOLDINGS INC	1149 CLOSE AVENUE	BRONX NY 10472	(718) 375-5933	12/31/2005
000198	S	EYAL MIZRAHI	CITY SIGNS INC	1940 McDONALD AVE	BROOKLYN NY 11223	(718) 991-1000	12/31/2006
000199	S	DAVID WEHMEYER	METROPOLITAN SIGN & RIG	747 EAST 132ND STREET	BRONX NY 10454	(718) 227-6000	12/31/2005
000200	S	DOMINICK LETTERA	LETTERA SIGN & ELEC CO. I	1208 BRONX RIVER AVE	BRONX NY 10472	(718) 227-6000	1/31/2006
000201	S	MICHAEL DEMARCO	GRAPHIC SIGNS & AWNINGS	1658 INDUSTRIAL LOOP	STATEN ISLAND NY 10309	(718) 847-4404	1/31/2006
000202	S	GERARD J. POMPA	GRAPHIC SIGNS & AWNINGS L	1658 INDUSTRIAL LOOP	STATEN ISLAND NY 10309		5/31/2006
000204	S	JAMES E. COOPERSMITH	ACCURATE SIGNS&AWNINGS IN	114-05 ATLANTIC AVENUE	RICHMOND HILL NY 11418	(718) 748-8330	5/31/2006
000205	S	DOMINICK F. PAPARELLA	NATIONAL MAINTENANCE INC	1317 THIRD AVENUE, SUITE 100	NEW YORK NY 10021	(212) 285-5155	5/31/2006
000206	S	STEPHEN J. CARUSO	NATIONAL SIGN&DESIGN CORP	8303 5 AVENUE	BROOKLYN NY 11209	(718) 605-1234	7/31/2006
000207	S	TOM COOCHIERE	THE ARTKRAFT STRAUSS SIGN	1776 BROADWAY, SUITE 1600	NEW YORK NY 10019	(718) 273-7600	8/31/2006
000208	S	GEORGE W. COLE	UNIVERSAL STEEPLACK INC	37 HOLLY AVENUE	STATEN ISLAND NY 10308	(718) 937-4848	1/31/2006
000210	S	ARTHUR TORRONE JR	FRANK TORRONE&SONS INC	400 BROADWAY	STATEN ISLAND NY 10310	(718) 366-8180	1/31/2006
000211	S	STEVEN MOORE	CITY ELECT SIGN ERECTORS	46-49 54TH AVENUE	MASPEH NY 11378	(718) 429-1101	3/31/2006
000212	S	TOM BROWN	NORTH SHORE NEON SIGN CO	46-49 54TH AVENUE	MASPEH NY 11378		3/31/2006
000213	S	STEPHEN P. CHARMAN	VIACOM OUTDOOR GRP INCORP	48-29 MASPEH AVENUE	MASPEH NY 11378		7/31/2006
000215	S	CHANG K. HAHN	SPACE SIGN	15-25 132ND STREET	COLLEGE POINT NY 11356		9/30/2005
000217	S	JONATHAN C. BRAGOLI	NATIONAL MAINTENANCE, INC	41-06 DELONG STREET	NEW YORK NY 10021		10/31/2005
000218	S	FENGHAIXU ZHANG	NEW YORK SIGN CITY INC	30-05 VERNON BLVD.	FLUSHING NY 11355		11/30/2005
000219	S	JOSEPH P. MORRA	SPECTRUM SIGNS INC	1014 BROOKLYN AVENUE	ASTORIA NY 11002		1/30/2005
000220	S	BERNARD J. GIARRAPUTO	L.S. SIGN CO. INC.	3524 ROMBOUS AVENUE	BROOKLYN NY 11203		2/15/2006
000221	S	MICHAEL A. DEGIACOMO	NEPTUNE SIGN & AWNING	1014 BROOKLYN AVENUE	BROOKLYN NY 11203		3/31/2006
000222	S	CRISTIAN E. TOMAS	L.S. SIGN CO. INC.	1014 BROOKLYN AVENUE	BROOKLYN NY 11203		

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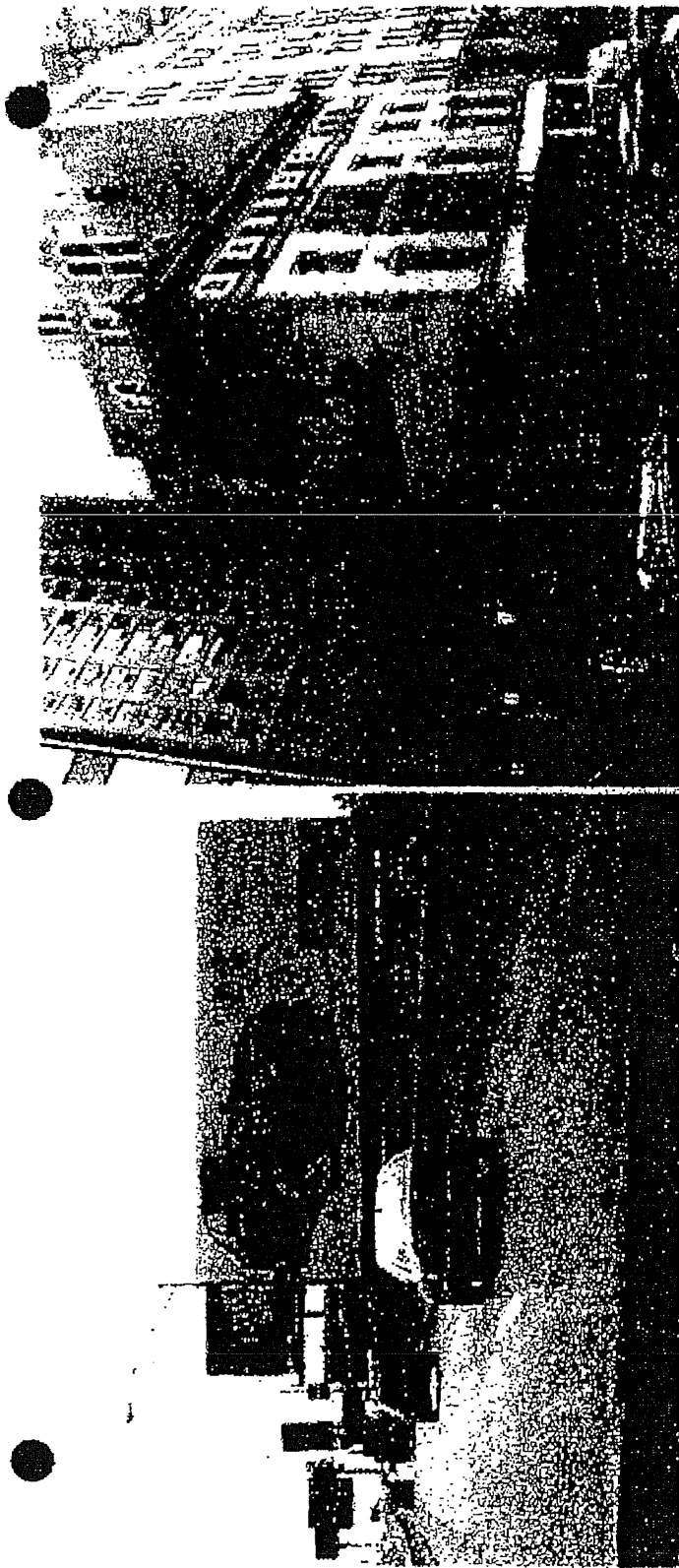
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Appendix C

Pictures of Non-permitted Manhattan Signs

Appendix D

**Power Point Presentation Made By
Van Wagner Communications to
Deputy Mayor Doctoroff and Staff
July 12, 2006**



Enforcing Signage Regulations

Van Wagner



**New York's arterial highways
and Manhattan's streetscape
are cluttered with over
1800 illegal advertising signs.**

Van Wagner



**In 2005 advertisers spent
\$50 million on illegal signage
in New York City.**

van Wagner



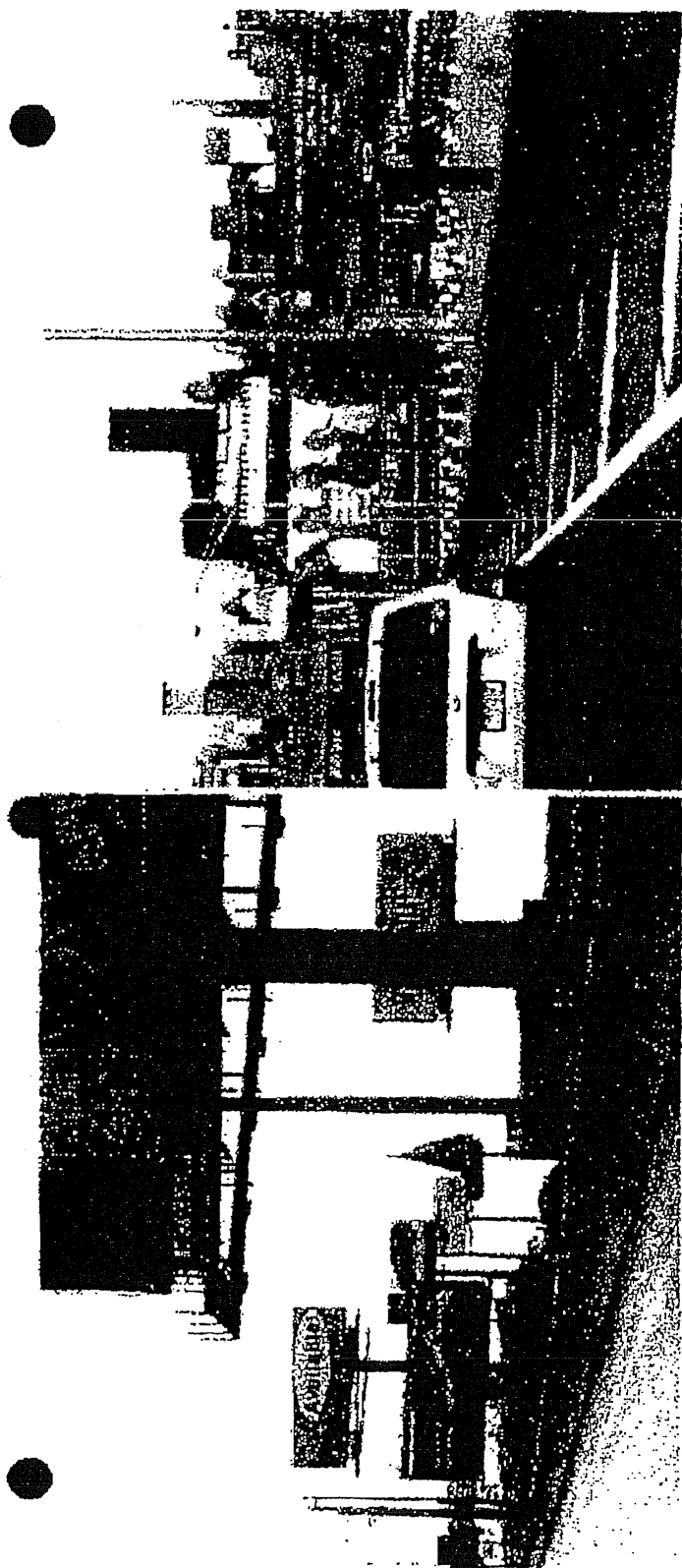
**Illegal arterial signage exists
as a result of permit abuse.**

Van Wagner



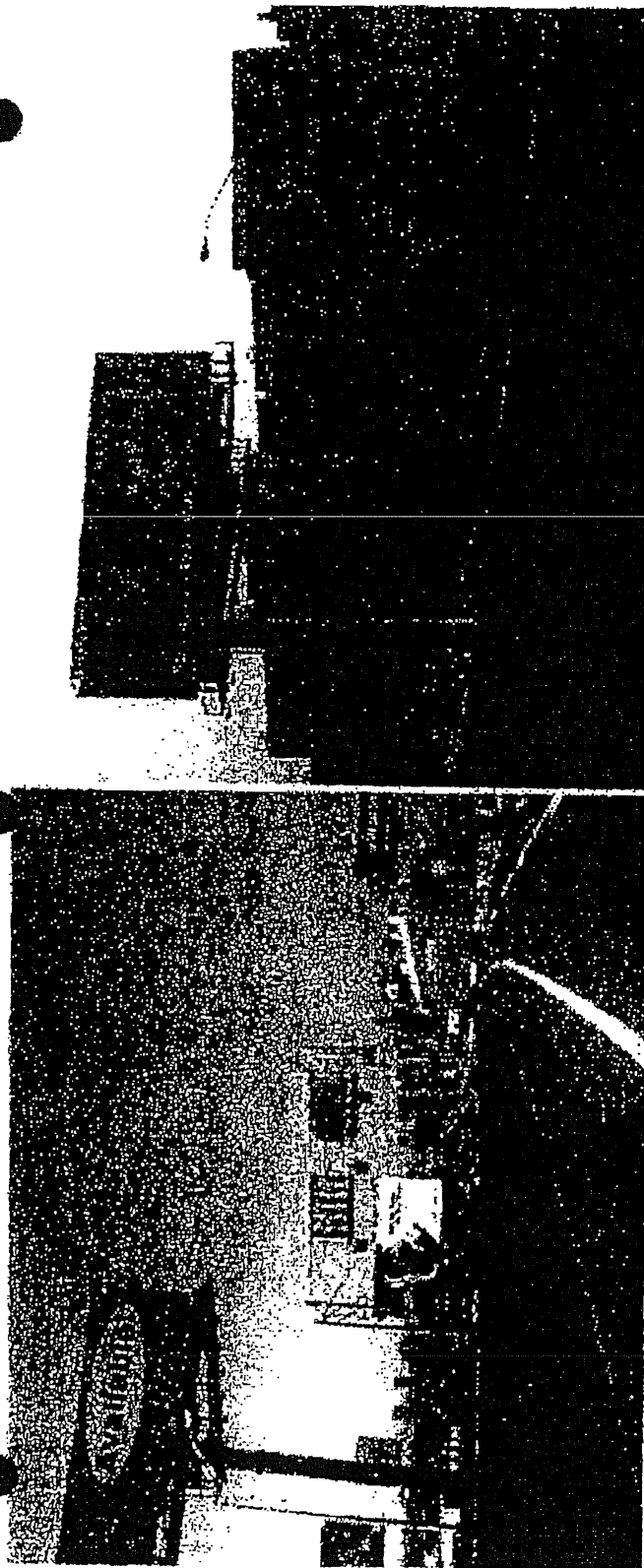
Other illegal signs do not have,
and are not qualified for permits.

Van Wagner



After nearly forty years of effort to control this problem, New York is about enact new regulations for arterial highway advertising signage.

Van Wagner



**Van Wagner has helped New York
develop the new regulations.**

Van Wagner